\* \* \* \* \* \* \* \* \* \* \* \* \* \* WISN-TV (Milwaukee, WI)

\* \* \* \* \* \* \* \* \*

# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

| Candio | date/Issue  | MATIO | WAL RE   | PRL          | CAN SENA           | E CommiTT | EŁ |
|--------|---|-------|----------|--------------|--------------------|-----------|----|
| candid | Dates (if one folder is used per ate, a separate checklist must be eted for each flight)                                  | 10/3  | 31/12-   | <u>11/6/</u> | 1/12               |           |    |
| 1.     | Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-1  | 7)    | 1        | Date:        |                    | initials  |    |
| 2.     | Original contract showing requested time (when available)   |       |          | Date:        | 8/20/12            | O.        |    |
| 3.     | Updated contracts as order changes.   |       |          | Date:        | 10/29/12           | 80        |    |
| 4.     | Invoice of schedule as actually broadca<br>including amount of rebates given (exa<br>date, time, class of time and amount |       |          |              | 11/1/12<br>11/1/12 | &         |    |
|        | for each rebate), if any  |       | 1        | Date:        |                    |           |    |
|        |   |       | Checklis | st Comj      | pleted:            |           |    |
|        |   | By:   | 1        |              |                    |           |    |
|        |   | Date: |          |              |                    |           |    |
|        |   |       |          |              |                    |           |    |

# CONTRACT



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

|                         | O41 / D            |           |      | ALCO I      |               |
|-------------------------|--------------------|-----------|------|-------------|---------------|
|                         | Contract / Re      | vision    |      | Alt Order # |               |
|                         | 902207             | 1         |      | 06112213    |               |
| Product                 |                    |           |      |             |               |
| NRSC                    |                    |           |      |             |               |
| Contract Dates          | Estimate #         |           |      |             |               |
| 10/31/12 - 11/06/12     |                    |           |      |             |               |
| <u>Advertiser</u>       |                    |           | Ori  | ginal Date  | / Revision    |
| NRSC National Republica | an Senate Cor      | nm        | C    | 4/13/12     | / 05/04/12    |
|                         | Billing Cycle      | Billing   | Cal  | endar       | Cash/Trade    |
|                         | EOM/EOC            | Broadcast |      |             | Cash          |
|                         | Station            | Accou     | ıt E | xecutive    | Sales Office  |
|                         | WISN               | Will Hi   | deb  | orandt      | HRP -Washingt |
|                         | Special Hand       | ling      |      |             |               |
|                         |                    |           |      |             |               |
|                         | <u>Demographic</u> |           |      |             |               |
|                         | Adults 35+         |           |      |             |               |
|                         |                    |           |      |             |               |
|                         |                    |           |      |             |               |
|                         | IDB#               | Advert    | ser  | Code        | Product Code  |
|                         | 9912521            |           |      |             |               |
|                         | Agency Ref         |           |      | Advertiser  | Ref           |

|  |                                    | Spots/                |            |            |
|--|------------------------------------|-----------------------|------------|------------|
| *Line Ch Start Date End Date Description   | Start/End Time                     | Days Length Week Rate | Type Spots | Amount     |
| 1 WISN 10/31/12 11/02/12 News M-F 5a  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12wTF 3  | 5-6A<br><u>Rate</u><br>\$250.00    | :30                   | NM 3       | \$750.00   |
| 2 WISN 11/05/12 11/06/12 News M-F 5a  Start Date   | 5-6A<br><u>Rate</u><br>\$250.00    | :30                   | NM 2       | \$500.00   |
| 3 WISN 10/31/12 11/02/12 News M-F 6a  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3   | 6-7A<br><u>Rate</u><br>\$500.00    | :30                   | NM 3       | \$1,500.00 |
| 4 WISN 11/05/12 11/06/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 4  | 6-7A<br><u>Rate</u><br>\$500.00    | :30                   | NM 4       | \$2,000.00 |
| 5         WISN 10/31/12         11/02/12         Good Morning America           Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        wTF         3 | 7-9a<br><u>Rate</u><br>\$500.00    | :30                   | NM 3       | \$1,500.00 |
| 6 WISN 11/05/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 4   | 7-9a<br><u>Rate</u><br>\$500.00    | :30                   | NM 4       | \$2,000.00 |
| 7 WISN 10/31/12 11/02/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3   | 7-9a<br><u>Rate</u><br>\$300.00    | :30                   | NM 3       | \$900.00   |
| 8 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2   | 7-9a<br><u>Rate</u><br>\$300.00    | :30                   | NM 2       | \$600.00   |
| 9 WISN 10/31/12 11/02/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3   | 10-11am<br><u>Rate</u><br>\$300.00 | :30                   | NM 3       | \$900.00   |
| 10 WISN 11/05/12       11/06/12       The View         Start Date       End Date       Weekdays       Spots/Week         Week: 11/05/12       11/11/12       MT       2  | 10-11am<br><u>Rate</u><br>\$300.00 | :30                   | NM 2       | \$600.00   |
| 11 WISN 10/31/12 11/02/12 THE CHEW   | 12P-1P                             | :30                   | NM 3       | \$600.00   |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



|                     | Contract / Revision | Alt Order#                            |  |  |
|---------------------|---------------------|---------------------------------------|--|--|
|                     | 902207 /            | 06112213                              |  |  |
| Contract Dates      | Product             | Estimate #                            |  |  |
| 10/31/12 - 11/06/12 | NRSC                |                                       |  |  |
|                     |                     | · · · · · · · · · · · · · · · · · · · |  |  |

<u>Advertiser</u> Original Date / Revision NRSC National Republica 04/13/12 / 05/04/12

|   |                           | Spots/                |         |      |                  |
|---|---------------------------|-----------------------|---------|------|------------------|
| *Line Ch Start Date End Date Description  | Start/End Time            | Days Length Week Rate | Type S  | pots | Amount           |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3                              | Rate                      |                       |         |      |                  |
| 12 WISN 11/05/12 11/05/12 THE CHEW  | \$200.00<br>12P-1P        | -00                   |         |      | •                |
| Start Date End Date Weekdays Spots/Week   | Rate                      | :30                   | NM      | 1    | \$200.00         |
| Week: 11/05/12 11/11/12 1 1   | \$200.00                  |                       |         |      |                  |
| 13 WISN 10/31/12 11/02/12 3-4p  | 3-4p                      | :30                   | NM      | 3    | \$1,500.00       |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3                              | <u>Rate</u><br>\$500.00   |                       |         |      |                  |
| 14 WISN 11/05/12 11/05/12 3-4p  | 3-4p                      | :30                   | NIM     | 4    | <b>#</b> E00.00  |
| Start Date End Date Weekdays Spots/Week   | Rate                      | .30                   | NM      | 1    | \$500.00         |
| Week: 11/05/12 11/11/12 1 1   | \$500.00                  |                       |         |      |                  |
| 15 WISN 10/31/12 11/02/12 DR. OZ  | 4P-5P                     | :30                   | NM      | 3    | \$1,650.00       |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12wTF3  | <u>Rate</u><br>\$550.00   |                       | 1       |      |                  |
| 16 WISN 11/05/12 11/05/12 DR. OZ  | 4P-5P                     | :30                   | NM      | 1    | \$550.00         |
| Start Date End Date Weekdays Spots/Week   | Rate                      | .00                   | 14141   | ,    | \$550.00         |
| Week: 11/05/12 11/11/12 1 1   | \$550.00                  |                       |         |      |                  |
| 17 WISN 10/31/12 11/02/12 News M-F 5p   | 5-530pm                   | :30                   | NM      | 3    | \$2,550.00       |
| Week: 10/29/12 End Date Weekdays Spots/Week   | <u>Rate</u><br>\$850.00   |                       |         |      |                  |
| 18 WISN 11/05/12 11/05/12 News M-F 5p   | 5-530pm                   | :30                   | NM      | 1    | \$850.00         |
| Start Date End Date Weekdays Spots/Week   | Rate                      |                       |         | •    | 4030.00          |
| Week: 11/05/12 11/11/12 1 1   | \$850.00                  |                       |         |      |                  |
| 19 WISN 10/31/12 11/02/12 News M-F 6p Start Date End Date Weekdays Spots/Week   | 6-630pm                   | :30                   | NM      | 3    | \$3,000.00       |
| Week: 10/29/12 11/04/12WTF 3  | <u>Rate</u><br>\$1,000.00 |                       |         |      |                  |
| 20 WISN 11/05/12 11/05/12 News M-F 6p   | 6-630pm                   | :30                   | NM      | 1    | \$1,000.00       |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1                               | <u>Rate</u><br>\$1,000.00 |                       | 1       |      |                  |
| 21 WISN 10/31/12 11/02/12 Entertainment Tonigh  | 630p-7pm                  | :30                   | NM      | 3    | <b>#0.400.00</b> |
| Start Date End Date Weekdays Spots/Week   | Rate                      | .30                   | INIVI   | 3    | \$2,400.00       |
| Week: 10/29/12 11/04/12WTF 3  | \$800.00                  |                       |         |      |                  |
| 22 WISN 11/05/12 11/05/12 Entertainment Tonigh  | 630p-7pm                  | :30                   | NM      | 1    | \$800.00         |
| Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         1         1 | <u>Rate</u><br>\$800.00   |                       |         |      |                  |
| 23 WISN 10/31/12 11/02/12 Late News 10PM LTC  | 10-1030p                  | :30                   | NM      | 2    | \$3,000.00       |
| Start Date End Date Weekdays Spots/Week   | Rate                      | .00                   | (1)     | 2    | \$3,000.00       |
| Week: 10/29/12 11/04/12W-F 2  | \$1,500.00                |                       |         |      |                  |
| 24 WISN 11/01/12 11/01/12 Late News 1030PM LTC  | 1030p-11p                 | :30                   | NM      | 1    | \$850.00         |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        1         1  | <u>Rate</u><br>\$850.00   |                       |         |      |                  |
| 25 WISN 11/05/12 11/05/12 Late News 1030PM LTC  | 1030p-11p                 | :30                   | NM      | 1    | \$850.00         |
| Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         1         1 | Rate                      |                       |         |      |                  |
|   | \$850.00                  | .20                   | \$ 18 J | 4    | 05.000.00        |
| 26 WISN 11/05/12 11/05/12 DWTS  Start Date End Date Weekdays Spots/Week   | Prime Other<br>Rate       | :30                   | MM      | 1    | \$5,000.00       |
| Week: 11/05/12 11/11/12 1 1   | \$5,000.00                |                       |         |      |                  |
| 27 WISN 11/05/12 11/05/12 CASTLE  | Моп 9-10р                 | :30                   | NM      | 1    | \$3,500.00       |
| Start Date End Date Weekdays Spots/Week   | <u>Rate</u>               |                       |         |      |                  |

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04/13/12 / 05/04/12

|                                       | Contract / Revision<br>902207 / | Alt Order #<br>06112213 |
|---------------------------------------|---------------------------------|-------------------------|
| Contract Dates<br>10/31/12 - 11/06/12 | Product<br>NRSC                 | Estimate #              |
| Advertiser                            | Or                              | iginal Date / Revision  |

NRSC National Republica

| Start Date   End Date   Meekdays   SobstMeek   Rate   Type Spots   Amount  | *Line Ch Start Date End Date Desc | rintion  | Start/End Time                        | Spots/            | F3.44. 75 4 |       |                   |
|--|-----------------------------------|--|---------------------------------------|-------------------|-------------|-------|-------------------|
| Week: 1706/12   11/14/12   1   1   \$3,50.00   NM   1   \$2,800.00   |                                   |  |                                       | Days Length vveek | Rate Types  | opots | Amount            |
| Start Date   End Date   Weekdays   Spots/Week   Spots/W |                                   | The state of the s |                                       |                   |             |       |                   |
| Start Date   End Date   Weekdays   Spots/Week   Start Date   Start D |                                   |  | Wed 9-10p                             | :30               | NM          | 1     | \$2,800.00        |
| 29 WISN 11/03/12 11/03/12 Sat GMA   Sist Date   End Date   Weekdays   Spots/Week   Rate   S500.00   Sist Date   End Date   Weekdays   Spots/Week   S600.00   Sist Date   Sist Date   End Date   Weekdays   Spots/Week   S600.00   Sist Date   Sist Date   End Date   Weekdays   Spots/Week   S600.00   Sist Date   Sist D |                                   |  |                                       |                   |             |       | <b>+</b> =,000.00 |
| Siart Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week    |                                   |  |                                       |                   |             |       |                   |
| Week: 10/29/12   11/04/12   11/ | Start Date End Date Weekday       |  | +-                                    | :30               | NM          | 1     | \$500.00          |
| Start Date   End Date   Weekdays   Spots/Week   Rate   S350.0   S130   | Week: 10/29/12 11/04/121          |  | \$500.00                              |                   | i           |       |                   |
| Section   Sect |                                   |  |                                       | :30               | NM          | 1     | \$350.00          |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530 5a-530p   |                                   |  |                                       |                   |             |       |                   |
| Start Date   End Date   Weekdays   Spots/Week   Rate   S500.00   |                                   |  |                                       | •20               |             |       |                   |
| Week: 10/29/12   11/04/12   Let News Sa 6p-7p   6-7PM   30   NM   1   \$550.00   |                                   |  |                                       | :30               | NIM         | 1     | \$500.00          |
| Start Date   End Date   Weekdays   SpotsWeek   Rate   S550.00  | -                                 |  |                                       |                   |             |       |                   |
| Week: 10/29/12   11/04/12   11/ | 32 WISN 11/03/12 11/03/12 News    | Sa 6p-7p   |                                       | :30               | NM          | 1     | \$550.00          |
| 33 WISN 11/04/12   11/04/12   Sun GMA   SpotsWeek   Rate   S400.00   Start Date   End Date   Meekdays   SpotsWeek   Rate   S400.00   Start Date   End Date   Meekdays   SpotsWeek   Rate   S400.00   Start Date   End Date   Meekdays   SpotsWeek   Stort Date   Stort Date   End Date   Meekdays   SpotsWeek   Stort Date   Stor | Week: 10/29/12                    |  |                                       |                   | :           |       |                   |
| Start Date   End Date   Weekdays   Spots/Week   Samuel   Samuel  | *****                             |  | · · · · · · · · · · · · · · · · · · · | .20               |             |       |                   |
| Week: 10/29/12   |                                   |  |                                       | :30               | NM          | 1     | \$400.00          |
| Start Date   Hold Pick   10/29/12   11/04/ | Week: 10/29/12 11/04/121          | 1  |                                       |                   |             |       |                   |
| Week: 10/29/12   11/04/12   11/04/12   Sun 9-930A   9-930A   9-930A   330   NM   1   \$300.00  |                                   |  |                                       | :30               | NM          | 1     | \$300.00          |
| 35 WISN 11/04/12   |                                   |  |                                       |                   | :           |       |                   |
| Start Date   End Date   Weekdays   Spots/Week   Saboto   Start Date   Start Date  |                                   | · · · · · · · · · · · · · · · · · · ·  |                                       | .20               |             | 4     |                   |
| 36 WISN 11/04/12   | Start Date End Date Weekday       | s Spots/Week   |                                       | .30               | INIVI       | 1     | \$300.00          |
| Start Date   Hold Date   Hol |                                   | -  | \$300.00                              |                   |             |       |                   |
| Week: 10/29/12         11/04/12        1         1         \$850.00           37 WISN 11/03/12 Start Date Start Date Week: 10/29/12         11/03/12 Ocllege Football Gam Start Date Weekdays Spots/Week Start Date Week Start Date Start Date Week Start Date Weekdays Spots/Week Start Date Start Date Weekdays Spots/Week Start Date Week Start Date Week Start Date Weekdays Spots/Week Start Date Start  |                                   |  |                                       | :30               | MM          | 1     | \$850.00          |
| 37 WISN 11/03/12   11/03/12   College Football Gam   230p-6p   :30   NM   1   \$1,000.00   |                                   |  |                                       |                   |             |       |                   |
| Start Date   End Date   11/04/12   11/04/1 |                                   |  |                                       | -30               | NIR 6       | 4     | 64 000 00         |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm 530-6p :30 NM 1 \$500.00  Start Date Week: 10/29/12 11/04/12 11/04/12 ELECTION SPECIAL Sun 6-7p :30 NM 1 \$1,200.00  39 WISN 11/04/12 11/04/12 ELECTION SPECIAL Sun 6-7p :30 NM 1 \$1,200.00  Start Date Week in 10/29/12 11/04/12 11/04/12 Late News 10pm LTC 10p-1030p :30 NM 1 \$1,500.00  40 WISN 11/04/12 11/04/12 Late News 10pm LTC 10p-1030p :30 NM 1 \$1,500.00  Start Date Week in 10/29/12 11/04/12 Late News SU 1030PM \$1,500.00  41 WISN 11/04/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 1 \$850.00  Week: 10/29/12 11/04/12 Late News SU 1030PM Rate News SU 1030PM 1030p-11p :30 NM 1 \$850.00   | Start Date End Date Weekday       | s Spots/Week   |                                       | .50               | INIVI       | ι     | \$1,000.00        |
| Start Date Week:         End Date 11/04/12         Weekdays 11/04/12         Spots/Week \$500.00         Rate \$500.00           39 WiSN 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12  |                                   |  | \$1,000.00                            |                   |             |       |                   |
| Week: 10/29/12       11/04/12      1       1       \$500.00         39 WiSN 11/04/12       11/04/12       ELECTION SPECIAL       Sun 6-7p       :30       NM       1       \$1,200.00         Start Date Veek: 10/29/12       End Date Veekdays Spots/Week Veek: 11/04/12       Spots/Week Spot  |                                   |  |                                       | :30               | NM          | 1     | \$500.00          |
| 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL Sun 6-7p :30 NM 1 \$1,200.00    Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,200.00   | Week: 10/29/12 11/04/121          |  |                                       |                   |             |       |                   |
| Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,200.00  | 39 WISN 11/04/12 11/04/12 ELECT   |  |                                       | -30               | NIM         | 4     | £4.000.00         |
| 40 WISN 11/04/12   | Start Date End Date Weekday       | s Spots/Week   | <u>Rate</u>                           | .00               | IAIAI       | 1     | \$1,200.00        |
| Start Date Week:         End Date 10/29/12         Weekdays 11/04/12         Spots/Week 21,500.00         Rate 31,500.00           41 WISN 11/04/12 11/04/12 Late News SU 1030PM Start Date Week: 10/29/12         11/04/12 Late News SU 1030PM 1030p-11p 10   |                                   | •  | \$1,200.00                            |                   |             |       |                   |
| Week: 10/29/12       11/04/12      1       1       \$1,500.00         41 WISN 11/04/12       11/04/12 Late News SU 1030PM       1030p-11p       :30       NM       1       \$850.00         Start Date Week: 10/29/12       End Date 11/04/12       Weekdays Spots/Week Rate \$850.00       Rate \$850.00  |                                   |  | • •                                   | :30               | NM          | 1     | \$1,500.00        |
| 41 WISN 11/04/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 1 \$850.00  Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/121 1 \$850.00  |                                   |  |                                       |                   | ļ           |       |                   |
| <u>Start Date End Date Weekdays Spots/Week Rate</u> Week: 10/29/12 11/04/121 1 \$850.00  | *******                           | •  |                                       | •30               | NINA        | 4     | <b>#</b> 050.00   |
| . 000000   | Start Date End Date Weekday       | s Spots/Week   | Rate                                  | .uv               | INIV        | I     | 00.UC8¢           |
| Totals 73 \$51,650.00  | Week: 10/29/12 11/04/121          | 1  | \$850.00                              |                   |             |       |                   |
|  |                                   |  |                                       | Totals            |             | 73    | \$51,650.00       |

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|                                       | 902207 /        | Alt Order #<br>06112213                       |
|---------------------------------------|-----------------|---|
| Contract Dates<br>10/31/12 - 11/06/12 | Product<br>NRSC | Estimate #                                    |
| Advertiser NRSC National Repub        | 1               | iginal Date / Revision<br>04/13/12 / 05/04/12 |

| Time Period        | # of Spots | Gross Amount | Net Amount  |
|--------------------|------------|--------------|-------------|
| 10/29/12 -11/06/12 | 73         | \$51,650.00  | \$43,902.50 |
| Totals             | 73         | \$51,650.00  | \$43,902.50 |

| Signature: | <br>Date | • |
|------------|----------|---|
| -          | <br>     |   |

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

### 6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

### 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) The Station shall exercise normal precautions in handling of property a<br>materials and other property furnished by the Agency in connection with broadcasts hereunder. The Static<br>connection with broadcasts except after its prior approval. | ind mail, but assumes no liability for loss or damage to program or commercia<br>on will not accept or process mail, correspondence, or telephone calls in |
|--|--|
|--|--|

- on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

  Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

| 1                       | 10 · 11 · 11 · 1   | <del></del> |      |               |                |
|-------------------------|--------------------|-------------|------|---------------|----------------|
|                         | Contract / Rev     | vision      |      | Alt Order #   | <u> </u>       |
|                         | 902207             | / 1         |      | 06112213      |                |
| Product                 |                    |             |      |               |                |
| NRSC                    |                    |             |      |               |                |
| Contract Dates          | Estimate #         |             |      |               | <u> </u>       |
| 10/31/12 - 11/06/12     |                    |             |      |               |                |
| <u>Advertiser</u>       |                    | - 1         | Ori  | iginal Date   | / Revision     |
| NRSC National Republica | in Senate Cor      | nm          | 1    | 0/24/12       | / 10/24/12     |
|                         | Billing Cycle      | Billing     | Cal  | end <u>ar</u> | Cash/Trade     |
|                         | EOM/EOC            | Broadcast   |      |               | Cash           |
|                         | Station            | Accour      | nt E | xecutive      | Sales Office   |
|                         | WISN               | Will Hil    | ldeb | orandt        | HRP -Washingto |
|                         | Special Handl      | ing         |      |               |                |
|                         |                    |             |      |               |                |
|                         | <u>Demographic</u> |             |      |               |                |
|                         | Adults 35+         |             |      |               |                |
|                         |                    |             |      |               |                |
|                         |                    | <u> </u>    |      |               |                |
|                         | IDB#               | Adverti     | ser  | Code          | Product Code   |
|                         | 9912521            |             |      |               |                |
|                         | Agency Ref         |             |      | Advertiser    | Ref            |

| *Line Ch Start Date End Date Description   | Start/End Time                     | Spots/<br>Days Length Week Rate | Type Spots | Amount     |
|--|------------------------------------|---------------------------------|------------|------------|
| 1 WISN 10/31/12 11/02/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3  | 5-6A<br><u>Rate</u><br>\$250.00    | :30                             | NM 3       | \$750.00   |
| 2 WISN 11/05/12 11/06/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2  | 5-6A<br><u>Rate</u><br>\$250.00    | :30                             | NM 2       | \$500.00   |
| 3 WISN 10/31/12 11/02/12 News M-F 6a  Start Date   | 6-7A<br><u>Rate</u><br>\$500.00    | :30                             | NM 3       | \$1,500.00 |
| 4 WISN 11/05/12 11/06/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 4  | 6-7A<br><u>Rate</u><br>\$500.00    | :30                             | NM 4       | \$2,000.00 |
| 5       WISN 10/31/12       11/02/12       Good Morning America         Start Date       End Date       Weekdays       Spots/Week         Week:       10/29/12       11/04/12      wTF       3 | 7-9a<br><u>Rate</u><br>\$500.00    | :30                             | NM 3       | \$1,500.00 |
| 6 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 4   | 7-9a<br><u>Rate</u><br>\$500.00    | :30                             | NM 4       | \$2,000.00 |
| 7 WISN 10/31/12 11/02/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3   | 7-9a<br><u>Rate</u><br>\$300.00    | :30                             | NM 3       | \$900.00   |
| 8 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2   | 7-9a<br><u>Rate</u><br>\$300.00    | :30                             | NM 2       | \$600.00   |
| 9 WISN 10/31/12 11/02/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3   | 10-11am<br><u>Rate</u><br>\$300.00 | :30                             | NM 3       | \$900.00   |
| 10 WISN 11/05/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2  | 10-11am<br><u>Rate</u><br>\$300.00 | :30                             | NM 2       | \$600.00   |
| 11 WISN 10/31/12 11/02/12 THE CHEW   | 12P-1P                             | :30                             | NM 3       | \$600.00   |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 902207 06112213 Contract Dates Product Estimate # 10/31/12 - 11/06/12 NRSC

Advertiser Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Davs Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$200.00 3 12 WISN 11/05/12 11/05/12 THE CHEW 12P-1P :30 NM \$200.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 11/05/12 11/11/12 1----1 \$200.00 WISN 10/31/12 11/02/12 3-4p 3-4p :30 NM 3 \$1,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$500.00 3 WISN 11/05/12 11/05/12 3-4p 3-4p :30 NM \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 1 \$500.00 WISN 10/31/12 11/02/12 DR. OZ 4P-5P :30 NM 3 \$1,650.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--3 \$550.00 WISN 11/05/12 11/05/12 DR. OZ 4P-5P :30 NM \$550.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 \$550.00 WISN 10/31/12 11/02/12 News M-F 5p 5-530pm :30 NM 3 \$2,550.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$850.00 WISN 11/05/12 5-530pm 11/05/12 News M-F 5p :30 NM 1 \$850.00 End Date Start Date Weekdays 1 Spots/Week Rate Week: 11/05/12 11/11/12 \$850.00 1 WISN 10/31/12 11/02/12 News M-F 6p 6-630pm :30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate 10/29/12 Week: 11/04/12 --WTF--3 \$1,000.00 WISN 11/05/12 11/05/12 News M-F 6p 6-630pm :30 NM \$1,000.00 Start Date End Date Weekdays 1 4 1 Spots/Week Rate Week: 11/05/12 11/11/12 \$1,000.00 1 WISN 10/31/12 11/02/12 **Entertainment Tonigh** 630p-7pm :30 NM 3 \$2,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--3 \$800.00 WISN 11/05/12 11/05/12 **Entertainment Tonigh** 630p-7pm :30 NM 1 \$800.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 11/05/12 11/11/12 1 \$800.00 23 WISN 10/31/12 Late News 10PM LTC 11/02/12 10-1030p :30 NM \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 -W-F--2 \$1,500.00 24 WISN 11/01/12 11/01/12 Late News 1030PM LTC 1030p-11p :30 NM \$850.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 ---1---\$850.00 WISN 11/05/12 11/05/12 Late News 1030PM LTC 1030p-11p :30 NM 1 \$850.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 11/05/12 11/11/12 \$850.00 1 WISN 11/05/12 11/05/12 **DWTS** Prime Other :30 NM \$5,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 1 \$5,000.00 WISN 11/05/12 11/05/12 CASTLE Mon 9-10p :30 NM 1 \$3,500.00 End Date Start Date Weekdays Spots/Week Rate

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

|               | Contract / Revision | Alt Order # |
|---------------|---------------------|-------------|
|               | 902207 / 1          | 06112213    |
| ontract Dates | Product             | Estimate #  |

10/31/12 - 11/06/12 NRSC

Advertiser Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

| *Line Ch Start Date End Date Description   | Chart/Find Time                           | Spots/  |                   |            |
|--|---|---|-------------------|------------|
| Start Date End Date Weekdays Spots/Week  | Start/End Time<br>Rate                    | Days Length Week Rate   | Type Spots        | Amount     |
| Week: 11/05/12 11/11/12 1 1 <u>Spot Ch Date Range Description</u> 1 WISN 11/05/12-11/11/12 CASTLE  See MG 27.2   | \$3,500.00<br>Start/End Time<br>Mon 9-10p | Weekdays         Length         Rate           M         :30         \$3,500.00 | <u>Type</u><br>NM |            |
| 2 WISN 11/04/12-11/04/12 America's Funnies Home V  MG for 27.1 11/05   | id(Sun 6-7p                               | SL :30 \$3,500.00   | NM                |            |
| 28 WISN 10/31/12 10/31/12 REVENGE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1   | Wed 9-10p<br><u>Rate</u><br>\$2,800.00    | :30   | <b>N</b> M 1      | \$2,800.00 |
| 29 WISN 11/03/12 11/03/12 Sat GMA  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/121- 1  | 6-7a<br><u>Rate</u><br>\$500.00           | :30   | NM 1              | \$500.00   |
| 30 WISN 11/03/12 11/03/12 News Sat 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1  | 7-9am<br><u>Rate</u><br>\$350.00          | :30   | NM 1              | \$350.00   |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530  Start Date   End Date   Weekdays   Spots/Week  Week: 10/29/12 11/04/121- 1   | 5a-530p<br><u>Rate</u><br>\$500.00        | :30   | NM 1              | \$500.00   |
| Spot Ch Date Range Description 1 WISN 10/29/12-11/04/12 CHRIS MATTHEWS 5-530   | Start/End Time<br>5a-530p                 | Weekdays Length Rate  | <u>Type</u>       |            |
| See MG 31.2  | 5a-550p                                   | Sa :30 \$500.00   | NM                |            |
| 2 WISN 11/04/12-11/04/12 Chris Matthews<br>⊕ MG for 31.1 11/03   | 1030-11a                                  | St :30 \$500.00   | NM                |            |
| 32 WISN 11/03/12 11/03/12 News Sa 6p-7p  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1   | 6-7PM<br><u>Rate</u><br>\$550.00          | :30   | <b>N</b> M 1      | \$550.00   |
| 33 WISN 11/04/12 11/04/12 Sun GMA  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1  | 6-7a<br><u>Rate</u><br>\$400.00           | :30   | NM 1              | \$400.00   |
| 34 WISN 11/04/12       11/04/12       News Sun 7-9a         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12      1       1         | 7-9am<br><u>Rate</u><br>\$300.00          | :30   | NM 1              | \$300.00   |
| 35 WISN 11/04/12 11/04/12 Sun 9-930A  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1   | 9-930A<br><u>Rate</u><br>\$300.00         | :30   | <b>NM</b> 1       | \$300.00   |
| 36 WISN 11/04/12 11/04/12 This Week With Georg  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1   | 930-1030am<br><u>Rate</u><br>\$850.00     | :30   | <b>NM</b> 1       | \$850.00   |
| 37 WISN 11/03/12       11/03/12       College Football Gam         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12      1-       1 | 230p-6p<br><u>Rate</u><br>\$1,000.00      | :30   | <b>NM</b> 1       | \$1,000.00 |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/121 1  | 530-6p<br><u>Rate</u><br>\$500.00         | :30   | NM 1              | \$500.00   |
| 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL  Start Date   | Sun 6-7p<br><u>Rate</u><br>\$1,200.00     | :30   | NM 1              | \$1,200.00 |
| 40 WISN 11/04/12 11/04/12 Late News 10pm LTC   | 10p-1030p                                 | :30   | NM 1              | \$1,500.00 |

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10/29/12 -11/06/12

Totals

|                                       | Contract / Revision<br>902207 / 1 | Alt Order #<br>06112213 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates<br>10/31/12 - 11/06/12 | Product<br>NRSC                   | Estimate #              |
| Advertiser                            | 0                                 | riginal Date / Revision |
| NRSC National Penul                   | lica                              | 10/24/12 / 10/24/12     |

| *Line Ch Start                                | Date End Date De   | escription       | Start/End Time                       | Days | Spots/<br>Length Week | Rate | TypeS | Spots | Amount      |
|---|--|------------------|--------------------------------------|------|-----------------------|------|-------|-------|-------------|
| <u>Start Date</u><br>Week: 10/29/12           | 44104140   | kdays Spots/Week | <u>Rate</u><br>\$1,500.00            |      |                       |      |       |       |             |
| 41 WISN 11/04<br>Start Date<br>Week: 10/29/12 | /12 11/04/12 La<br><u>End Date</u> <u>Week</u><br>11/04/12 <b></b> |                  | 1030p-11p<br><u>Rate</u><br>\$850.00 |      | :30                   |      | NM    | 1     | \$850.00    |
|   |  |                  |                                      |      | Totals                | 5    | ***** | 73    | \$51,650.00 |
| Time Period                                   | # of Spots   | Gross Amount     | Net Amount                           |      |                       |      |       |       |             |

\$43,902.50

\$43,902.50

| Signature: | Date: |
|------------|-------|

\$51,650.00

\$51,650.00

73

73

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf hold harmless Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any

### 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b)<br>materials and other property furnis<br>connection with broadcasts except | The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia hed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in after its prior approval.  |
|---|--|
| (c)   | Agency is acting as agent for a displaced window to the Automotive |

(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# Contract Agreement Between: CONTRACT **WISN TV** 759 N. 19th Street

Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

|                         | Contract / Rev         | vision  |            | Alt Order #       |               |
|-------------------------|------------------------|---------|------------|-------------------|---------------|
|                         | 902207                 | / 2     |            | 06112213          |               |
| Product                 |                        |         |            |                   |               |
| NRSC                    |                        |         |            |                   |               |
| Contract Dates          | Estimate #             |         |            |                   |               |
| 10/31/12 - 11/06/12     |                        |         |            |                   |               |
| Advertiser              |                        |         | <u>Ori</u> | ginal Date        | / Revision    |
| NRSC National Republica | n Senate Cor           | mm      | 1          | 0/29/12           | / 10/29/12    |
|                         | Billing Cycle          | Billing | Cal        | endar             | Cash/Trade    |
|                         | EOM/EOC                | Broado  | ast        |                   | Cash          |
|                         | Station                | Accou   | nt E       | xecutive          | Sales Office  |
|                         | WISN                   | Will Hi | ldeb       | randt             | HRP -Washingt |
|                         | Special Hand           | ling    |            |                   |               |
|                         | Demographic            |         |            |                   |               |
|                         | Adults 35+             |         |            |                   |               |
|                         |                        |         |            |                   |               |
|                         | <u>IDB#</u><br>9912521 | Advert  | iser       | Code              | Product Code  |
|                         | Agency Ref             |         |            | <u>Advertiser</u> | Ref           |

| *Line Ch Start Date End Date Description  | Start/End Time                     | Spots/<br>Days Length Week Rate | Type Spots | Amount     |
|---|------------------------------------|---------------------------------|------------|------------|
| 1 WISN 10/31/12 11/02/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 5-6A<br><u>Rate</u><br>\$250.00    | :30                             | NM 3       | \$750.00   |
| 2 WISN 11/05/12 11/06/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2 | 5-6A<br><u>Rate</u><br>\$250.00    | :30                             | NM 2       | \$500.00   |
| 3 WISN 10/31/12 11/02/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 6-7A<br><u>Rate</u><br>\$500.00    | :30                             | NM 3       | \$1,500.00 |
| 4 WISN 11/05/12 11/06/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 4 | 6-7A<br><u>Rate</u><br>\$500.00    | :30                             | NM 4       | \$2,000.00 |
| 5 WISN 10/31/12 11/02/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3                    | 7-9a<br><u>Rate</u><br>\$500.00    | :30                             | NM 3       | \$1,500.00 |
| 6 WISN 11/05/12 11/06/12 Good Morning America  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 MT 4                  | 7-9a<br><u>Rate</u><br>\$500.00    | :30                             | NM 4       | \$2,000.00 |
| 7 WISN 10/31/12 11/02/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12wTF 3                    | 7-9a<br><u>Rate</u><br>\$300.00    | :30                             | NM 3       | \$900.00   |
| 8 WISN 11/05/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 2                    | 7-9a<br><u>Rate</u><br>\$300.00    | :30                             | NM 2       | \$600.00   |
| 9 WISN 10/31/12 11/02/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3    | 10-11am<br><u>Rate</u><br>\$300.00 | :30                             | NM 3       | \$900.00   |
| 10 WISN 11/05/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2   | 10-11am<br><u>Rate</u><br>\$300.00 | :30                             | NM 2       | \$600.00   |
| 11 WISN 10/31/12 11/02/12 THE CHEW  | 12P-1P                             | :30                             | NM 3       | \$600.00   |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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|                     | Contract / Revision | Alt Order # |
|---------------------|---------------------|-------------|
|                     | 902207 / 2          | 06112213    |
| Contract Dates      | Product             | Estimate #  |
| 10/31/12 - 11/06/12 | NRSC                |             |

Advertiser Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

| *Line Ch Start Date End Date Description   | Start/End Time                        | Spots/ Days Length Week Rate | Type Spots   | Amount     |
|--|---------------------------------------|------------------------------|--------------|------------|
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        wfF         3   | <u>Rate</u><br>\$200.00               |                              | - туро ороло | 7 arrount  |
| 12 WISN 11/05/12 11/05/12 THE CHEW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1   | 12P-1P<br><u>Rate</u><br>\$200.00     | :30                          | NM 1         | \$200.00   |
| 13 WISN 10/31/12 11/02/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3  | 3-4p<br><u>Rate</u><br>\$500.00       | :30                          | NM 3         | \$1,500.00 |
| 14 WISN 11/05/12       11/05/12       3-4p         Start Date       End Date       Weekdays       Spots/Week         Week:       11/05/12       11/11/12       1       1                 | 3-4p<br><u>Rate</u><br>\$500.00       | :30                          | NM 1         | \$500.00   |
| 15 WISN 10/31/12 11/02/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3  | 4P-5P<br><u>Rate</u><br>\$550.00      | :30                          | NM 3         | \$1,650.00 |
| 16 WISN 11/05/12 11/05/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1   | 4P-5P<br><u>Rate</u><br>\$550.00      | :30                          | NM 1         | \$550.00   |
| 17 WISN 10/31/12 11/02/12 News M-F 5p  Start Date  | 5-530pm<br><u>Rate</u><br>\$850.00    | :30                          | NM 3         | \$2,550.00 |
| 18 WISN 11/05/12 11/05/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1  | 5-530pm<br><u>Rate</u><br>\$850.00    | :30                          | NM 1         | \$850.00   |
| 19 WISN 10/31/12 11/02/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3   | 6-630pm<br><u>Rate</u><br>\$1,000.00  | :30                          | NM 3         | \$3,000.00 |
| 20 WISN 11/05/12 11/05/12 News M-F 6p  Start Date  | 6-630pm<br><u>Rate</u><br>\$1,000.00  | :30                          | NM 1         | \$1,000.00 |
| 21 WISN 10/31/12       11/02/12       Entertainment Tonigh         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12      wTF       3      | 630p-7pm<br><u>Rate</u><br>\$800.00   | :30                          | NM 3         | \$2,400.00 |
| 22 WISN 11/05/12       11/05/12       Entertainment Tonigh         Start Date       End Date       Weekdays       Spots/Week         Week:       11/05/12       11/11/12       1       1 | 630p-7pm<br><u>Rate</u><br>\$800.00   | :30                          | NM 1         | \$800.00   |
| 23 WISN 10/31/12 11/02/12 Late News 10PM LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12W-F 2  | 10-1030p<br><u>Rate</u><br>\$1,500.00 | :30                          | NM 2         | \$3,000.00 |
| 24 WISN 11/01/12 11/01/12 Late News 1030PM LTC  Start Date   | 1030p-11p<br><u>Rate</u><br>\$850.00  | :30                          | <b>NM</b> 1  | \$850.00   |
| 25 WISN 11/05/12 11/05/12 Late News 1030PM LTC  Start Date   | 1030p-11p<br><u>Rate</u><br>\$850.00  | :30                          | NM 1         | \$850.00   |
| 26 WISN 11/05/12 11/05/12 DWTS  Start Date   | Prime Other Rate \$5,000.00           | :30                          | NM 1         | \$5,000.00 |
| 27 WISN 11/05/12 11/05/12 CASTLE Start Date End Date Weekdays Spots/Week   | Mon 9-10p<br><u>Rate</u>              | :30                          | NM 1         | \$3,500.00 |

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

|                     | Contract / Nevision | Mit Order # |  |
|---------------------|---------------------|-------------|--|
|                     | 902207 / 2          | 06112213    |  |
| Contract Dates      | Product             | Estimate #  |  |
| 10/31/12 - 11/06/12 | NRSC                |             |  |
|                     |                     |             |  |

Advertiser Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

|   |                            | Spots/                |             |   |
|---|----------------------------|-----------------------|-------------|---|
| *Line Ch Start Date End Date Description  | Start/End Time             | Days Length Week Rate | Type Spots  | Amount                                  |
| Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         1         1 | <u>Rate</u><br>\$3,500.00  |                       |             |   |
| Spot Ch Date Range Description  | Start/End Time             | Weekdays Length Rate  | <u>Type</u> |   |
| 1 WISN 11/05/12-11/11/12 CASTLE<br>See MG 27.2  | Mon 9-10p                  | M: :30 \$3,500.00     | NM          |   |
| 2 WISN 11/04/12-11/04/12 America's Funnies Home Vi  | dıSun 6-7n                 | St :30 \$3,500.00     | NM          |   |
| ⊕ MG for 27.1 11/05   |                            | 30 .30 \$3,300.00     | 14101       |   |
| 28 WISN 10/31/12 10/31/12 REVENGE   | Wed 9-10p                  | :30                   | NM 1        | \$2,800.00                              |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 10/29/12 11/04/121 1                             | <u>Rate</u><br>\$2,800.00  |                       |             | ,                                       |
| 29 WISN 11/03/12 11/03/12 Sat GMA   | 6-7a                       | :30                   | NISA 4      | 2500.00                                 |
| Start Date  | Rate                       | .30                   | NM 1        | \$500.00                                |
| Week: 10/29/12 11/04/121- 1   | \$500.00                   |                       |             |   |
| 30 WISN 11/03/12 11/03/12 News Sat 7-9a Start Date End Date Weekdays Spots/Week   | 7-9am<br>Rate              | :30                   | NM 1        | \$350.00                                |
| Week: 10/29/12 11/04/121- 1   | \$350.00                   |                       |             |   |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530  | 5a-530p                    | :30                   | NM 1        | \$500.00                                |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 10/29/12 11/04/121- 1                            | <u>Rate</u><br>\$500.00    |                       |             | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| Spot Ch Date Range Description  | \$500.00<br>Start/End Time | Weekdays Length Rate  | Type        |   |
| 1 WISN 10/29/12-11/04/12 CHRIS MATTHEWS 5-530   | 5a-530p                    | 5a :30 \$500.00       | NM NM       |   |
| See MG 31.2<br>2 WISN 11/04/12-11/04/12 Chris Matthews  | 1000 11.                   |                       |             |   |
| ⊕ MG for 31.1 11/03   | 1030-11a                   | St :30 \$500.00       | NM          |   |
| 32 WISN 11/03/12 11/03/12 News Sa 6p-7p   | 6-7PM                      | :30                   | NM 1        | \$550.00                                |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 10/29/12 11/04/121 1                             | Rate                       |                       |             | 4000,00                                 |
| Week: 10/29/12 11/04/121- 1<br>33 WISN 11/04/12 11/04/12 Sun GMA  | \$550.00                   |                       |             |   |
| Start Date End Date Weekdays Spots/Week   | 6-7a<br>Rate               | :30                   | NM 1        | \$400.00                                |
| Week: 10/29/12 11/04/121 1  | \$400.00                   |                       |             |   |
| 34 WISN 11/04/12 11/04/12 News Sun 7-9a   | 7-9am                      | :30                   | NM 1        | \$300.00                                |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 10/29/12 11/04/121 1                             | <u>Rate</u><br>\$300.00    |                       |             |   |
| 35 WISN 11/04/12 11/04/12 Sun 9-930A  | 9-930A                     | :30                   | NM 1        | \$300.00                                |
| Start Date End Date Weekdays Spots/Week   | Rate                       | .00                   | 14141       | \$300.00                                |
| Week: 10/29/12 11/04/121 1  | \$300.00                   |                       |             |   |
| 36 WISN 11/04/12 11/04/12 This Week With Georg Start Date End Date Weekdays Spots/Week  | 930-1030am<br><u>Rate</u>  | :30                   | NM 1        | \$850.00                                |
| Week: 10/29/12 11/04/121 1  | \$850.00                   |                       |             |   |
| 37 WISN 11/03/12 11/03/12 College Football Gam  | 230p-6p                    | :30                   | NM 1        | \$1,000.00                              |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 10/29/12 11/04/121- 1                            | <u>Rate</u><br>\$1,000.00  |                       |             |   |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm  | 530-6p                     | :30                   | NM 1        | <b>@EAA AA</b>                          |
| Start Date End Date Weekdays Spots/Week   | Rate                       | .50                   | 14141       | \$500.00                                |
| Week: 10/29/12 11/04/121 1  | \$500.00                   |                       |             |   |
| 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL Start Date End Date Weekdays Spots/Week  | Sun 6-7p                   | :30                   | NM 1        | \$1,200.00                              |
| Week: 10/29/12 11/04/121 1  | <u>Rate</u><br>\$1,200.00  |                       |             |   |
| 40 WISN 11/04/12 11/04/12 Late News 10pm LTC  | 10p-1030p                  | :30                   | NM 1        | \$1,500.00                              |

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10/29/12

/ 10/29/12



|                                       | 902207 / 2      | Alt Order #<br>06112213 |  |
|---------------------------------------|-----------------|-------------------------|--|
| Contract Dates<br>10/31/12 - 11/06/12 | Product<br>NRSC | Estimate #              |  |
| Advertiser                            | lOr             | iginal Date / Revision  |  |

| *Line Ch Start Date End Date Description   | Start/End Time                                 | Spots/<br>Days Length Week Rate | Туре 9 | Spots | Amount       |
|--|--|---------------------------------|--------|-------|--------------|
| Start Date         End Date         Weekdays         Spots/V           Week: 10/29/12         11/04/12        1         1                    | <u>Veek</u> <u>Rate</u><br>\$1,500.00          |                                 |        |       | , will dailt |
| 41 WISN 11/04/12 11/04/12 Late News SU 1030P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 10/29/12 11/04/121 1     | doobb  | :30                             | NM     | 1     | \$850.00     |
| N 42 WISN 11/03/12 11/03/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 10/29/12 11/04/12S- 1           | 456-6AM<br><u>Veek</u> <u>Rate</u><br>\$700.00 | :30                             | NM     | 1     | \$700.00     |
| N 43 WISN 11/03/12 11/03/12 ABC Prime College F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/W</u> Week: 10/29/12 11/04/125- 1 |  | :30                             | NM     | 1     | \$2,500.00   |
| N 44 WISN 11/04/12 11/04/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/W</u> Week: 10/29/12 11/04/125 1            | 458-6AM<br><u>Veek Rate</u><br>\$700.00        | :30                             | NM     | 1     | \$700.00     |
|  |  | Totals                          |        | 76    | \$55,550.00  |

NRSC National Republica

| Time Period         | # of Spots | Gross Amount | Net Amount  |  |  |
|---------------------|------------|--------------|-------------|--|--|
| 10/29/12 - 11/06/12 | 76         | \$55,550.00  | \$47,217.50 |  |  |
| Totals              | 76         | \$55,550.00  | \$47,217.50 |  |  |

| Signature: | Date: |      |
|------------|-------|------|
|            |       | **** |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on being; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If. as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to mable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast he sunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Stimon shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it as ans to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable as a smallor "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as resonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

#### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) agreed to by agreed to by substitute day and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise substitute day and time, at no additional charge therefor.

6. A HCY MATERIAL

As commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's solutions and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

l: ency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station as the right aspose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7 INDEMNIFICATION

A concy and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable and materials furnished by or on behalf of Agency and advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless. Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

#### 8 CONSEQUENTIAL DAMAGES

A zerox and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3 any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

#### 9 GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) The Station shall exercise normal precautions in handling o materials and other property furnished by the Agency in connection with broadcasts hereunder, connection with broadcasts except after its prior approval. | f property and mail, but assumes no liability for loss or damage to program or commercia<br>. The Station will not accept or process mail, correspondence, or telephone calls in |
|---|--|
|---|--|

- on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment unless and unti-Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment to the Agency thereon, on the other that party monies and here of the payment of the extent that party monies and here of the payment of the extent that party monies and here of the payment of payment of the payment of
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face here :
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

|                         | Contract / Rev | <u>vision</u> |              | Alt Order #  |                |
|-------------------------|----------------|---------------|--------------|--------------|----------------|
|                         | 902207         | / 3           |              | 06112213     |                |
| Product                 |                |               |              |              |                |
| IRSC                    |                |               |              |              |                |
| Contract Dates          | Estimate #     |               |              |              |                |
| 0/31/12 - 11/06/12      |                |               |              |              |                |
| <u>Advertiser</u>       |                |               | Ori          | ginal Date / | Revision       |
| NRSC National Republica | an Senate Cor  | nm            | 1            | 0/31/12      | / 10/31/12     |
|                         | Billing Cycle  | Billing       | Cale         | endar        | Cash/Trade     |
|                         | EOM/EOC        | Broad         | cast         |              | Cash           |
|                         | Station        | Accou         | nt E         | xecutive     | Sales Office   |
|                         | WISN           | Will H        | ildeb        | randt        | HRP -Washingto |
|                         | Special Handl  | ling          |              |              |                |
|                         |                |               |              |              |                |
|                         | Demographic    |               |              |              |                |
|                         | Adults 35+     |               |              |              |                |
|                         |                |               |              |              |                |
|                         |                |               |              |              |                |
|                         | IDB#           | Adver         | <u>tiser</u> | <u>Code</u>  | Product Code   |
|                         | 9912521        |               |              |              |                |
|                         | Agency Ref     |               |              | Advertiser   | Ref            |
|                         |                |               |              | 1            |                |

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/31/12 11/02/12 News M-F 5a 5-6A :30 NM \$750.00 Start Date **End Date** Spots/Week Weekdays Rate Week: 10/29/12 11/04/12 \$250.00 --WTF--WISN 11/05/12 11/06/12 News M-F 5a 5-6A :30 NM 2 \$500.00 Start Date End Date Weekdays Neekdays Spots/Week Rate Week: 11/05/12 11/11/12 MT----2 \$250.00 WISN 10/31/12 11/02/12 News M-F 6a :30 NM 3 \$1,500.00 **End Date** Start Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$500.00 WISN 11/05/12 11/06/12 News M-F 6a :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 \$500.00 4 WISN 10/31/12 11/02/12 Good Morning America 7-9a :30 NM 3 \$1,500.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--3 \$500.00 WISN 11/05/12 11/06/12 Good Morning America :30 NM \$2,000.00 W<u>eekdays</u> Spots/Week Start Date **End Date** Rate<sub></sub> Week: 11/05/12 11/11/12 MT----4 \$500.00 Good Morning America WISN 10/31/12 11/02/12 7-9a :30 NM 3 \$900.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$300.00 WISN 11/05/12 Good Morning America 11/06/12 7-9a :30 NM 2 \$600.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 MT----\$300.00 2 WISN 10/31/12 11/02/12 The View 10-11am :30 NM 3 \$900.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--3 \$300.00 10 WISN 11/05/12 11/06/12 The View 10-11am :30 NM 2 \$600.00 Start Date End Date Spots/Week Weekdays Rate Week: 11/05/12 11/11/12 \$300.00 11 WISN 10/31/12 11/02/12 THE CHEW 12P-1P NM :30 3 \$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Alt Order# Contract / Revision 902207 06112213 Product Estimate #

Contract Dates NRSC 10/31/12 - 11/06/12

<u>Advertiser</u> Original Date / Revision 10/31/12 / 10/31/12 NRSC National Republica

| *Line Ch Start Date End Date Description  | Start/End Time               | Spots/<br>Days Length Week Rate | TypeSpo         | nts | Amount     |
|---|------------------------------|---------------------------------|-----------------|-----|------------|
| Start Date End Date Weekdays Spots/Week   | Rate                         | Days Length Wook Mate           | . , , р о о р с |     | ATTOUR     |
| Week: 10/29/12 11/04/12WTF 3  | \$200.00                     |                                 |                 |     |            |
| 12 WISN 11/05/12 11/05/12 THE CHEW Start Date End Date Weekdays Spots/Week  | 12P-1P<br>Rate               | :30                             | NM              | 1   | \$200.00   |
| Week: 11/05/12 11/11/12 1 1   | \$200.00                     |                                 |                 |     |            |
| 13 WISN 10/31/12 11/02/12 3-4p  | 3-4p                         | :30                             | NM              | 3   | \$1,500.00 |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12WTF3  | <u>Rate</u><br>\$500.00      |                                 |                 |     |            |
| 14 WISN 11/05/12 11/05/12 3-4p  | 3-4p                         | :30                             | NM              | 1   | \$500.00   |
| Start Date         End Date         Weekdays         Spots/Week           Week:         11/05/12         11/11/12         1         1 | <u>Rate</u><br>\$500.00      |                                 |                 |     |            |
| 15 WISN 10/31/12 11/02/12 DR. OZ  | 4P-5P                        | :30                             | NM              | 3   | \$1,650.00 |
| Start Date End Date Weekdays Spots/Week   | <u>Rate</u>                  | .55                             | 1 1111          | Ŭ   | Ψ1,000.00  |
| Week: 10/29/12 11/04/12WTF 3  | \$550.00                     |                                 | A (8.4          |     |            |
| 16 WISN 11/05/12 11/05/12 DR. OZ Start Date End Date Weekdays Spots/Week  | 4P-5P<br>Rate                | :30                             | NM              | 1   | \$550.00   |
| Week: 11/05/12 11/11/12 1 1   | \$550.00                     |                                 |                 |     |            |
| 17 WISN 10/31/12 11/02/12 News M-F 5p Start Date End Date Weekdays Spots/Week   | 5-530pm<br>Rate              | :30                             | NM              | 3   | \$2,550.00 |
| Week: 10/29/12 11/04/12WTF 3  | \$850.00                     |                                 |                 |     |            |
| 18 WISN 11/05/12 11/05/12 News M-F 5p   | 5-530pm                      | :30                             | NM              | 1   | \$850.00   |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 11/05/12 11/11/12 1 1                                       | <u>Rate</u><br>\$850.00      |                                 |                 |     |            |
| N 19 WISN 10/31/12 11/02/12 News M-F 6p   | 6-630pm                      | :30                             | NM              | 2   | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week   | Rate                         |                                 |                 |     | +2,000.00  |
| Week: 10/29/12 11/04/12wTF 3 <u>Spot Ch Date Range Description</u>  | \$1,000.00<br>Start/End Time | Weekdays Length Rate            | Туре            |     |            |
| 2 WISN 10/29/12-11/04/12 News M-F 6p  | 6-630pm                      | wThF :30 \$1,000.00             | NM              |     |            |
| Credited  |                              |                                 |                 |     |            |
| 20 WISN 11/05/12 11/05/12 News M-F 6p Start Date End Date Weekdays Spots/Week   | 6-630pm<br><u>Rate</u>       | :30                             | NM              | 1   | \$1,000.00 |
| Week: 11/05/12 11/11/12 1 1   | \$1,00 <del>0</del> .00      |                                 |                 |     |            |
| 21 WISN 10/31/12 11/02/12 Entertainment Tonigh  | 630p-7pm                     | :30                             | NM              | 3   | \$2,400.00 |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12WTF3  | <u>Rate</u><br>\$800.00      |                                 |                 |     |            |
| 22 WISN 11/05/12 11/05/12 Entertainment Tonigh  | 630p-7pm                     | :30                             | NM              | 1   | \$800.00   |
| Start Date         End Date         Weekdays         Spots/Week           Week:         11/05/12         11/11/12         1         1 | <u>Rate</u><br>\$800.00      |                                 |                 |     |            |
| 23 WISN 10/31/12 11/02/12 Late News 10PM LTC  | 10-1030p                     | :30                             | NM              | 2   | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week   | <u>Rate</u>                  |                                 |                 | _   | 10,000.00  |
| Week: 10/29/12 11/04/12W-F 2  | \$1,500.00                   | .20                             | N/A A           |     | 005000     |
| 24 WISN 11/01/12 11/01/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week  | 1030p-11p<br><u>Rate</u>     | :30                             | NM              | 1   | \$850.00   |
| Week: 10/29/12 11/04/121 1  | \$850.00                     |                                 |                 |     |            |
| 25 WISN 11/05/12 11/05/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week  | 1030p-11p<br>Rate            | :30                             | NM              | 1   | \$850.00   |
| Week: 11/05/12 11/11/12 1 1   | \$850.00                     |                                 |                 |     |            |
| 26 WISN 11/05/12 11/05/12 DWTS  | Prime Other                  | :30                             | NM              | 1   | \$5,000.00 |
| Start Date End Date Weekdays Spots/Week   | <u>Rate</u>                  |                                 | l               |     |            |

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

|                     | Contract / Revision | Alt Order # |
|---------------------|---------------------|-------------|
|                     | 902207 / 3          | 06112213    |
| Contract Dates      | Product             | Estimate #  |
| 10/31/12 - 11/06/12 | NRSC                |             |

Advertiser Original Date / Revision 10/31/12 / 10/31/12 NRSC National Republica

|  |  | Spots/  |                          |            |
|--|--|---|--------------------------|------------|
| *Line Ch Start Date End Date Description   | Start/End Time                         | Days Length Week Rate   | Type Spots               | Amount     |
| Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         1         1                  | <u>Rate</u><br>\$5,000.00              |   |                          |            |
| 27 WISN 11/05/12 11/05/12 CASTLE  Start Date   | Mon 9-10p<br><u>Rate</u><br>\$3,500.00 | :30   | NM 1                     | \$3,500.00 |
| Spot Ch Date Range Description  1 WISN 11/05/12-11/11/12 CASTLE  | Start/End Time<br>Mon 9-10p            | Weekdays         Length         Rate           M         :30         \$3,500.00 | <u>Type</u><br><i>NM</i> |            |
| See MG 27.2 2 WISN 11/04/12-11/04/12 America's Funnies Home V  → MG for 27.1 11/05   | idiSun 6-7p                            | St :30 \$3,500.00   | NM                       |            |
| 28 WISN 10/31/12 10/31/12 REVENGE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1               | Wed 9-10p<br><u>Rate</u><br>\$2,800.00 | :30   | NM 1                     | \$2,800.00 |
| 29 WISN 11/03/12 11/03/12 Sat GMA  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/121- 1  | 6-7a<br><u>Rate</u><br>\$500.00        | :30   | NM 1                     | \$500.00   |
| 30 WISN 11/03/12 11/03/12 News Sat 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1        | 7-9am<br><u>Rate</u><br>\$350.00       | :30   | NM 1                     | \$350.00   |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/121- 1                           | 5a-530p<br><u>Rate</u><br>\$500.00     | :30   | NM 1                     | \$500.00   |
| Spot Ch Date Range Description  1 WISN 10/29/12-11/04/12 CHRIS MATTHEWS 5-530 See MG 31.2  | Start/End Time<br>5a-530p              | Weekdays         Length         Rate          Sa         :30         \$500.00   | <u>Type</u><br>NM        |            |
| 2 WISN 11/04/12-11/04/12 Chris Matthews  → MG for 31.1 11/03   | 1030-11a                               | sı :30 \$500.00   | NM                       |            |
| 32 WISN 11/03/12 11/03/12 News Sa 6p-7p  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1                                   | 6-7PM<br><u>Rate</u><br>\$550.00       | :30   | NM 1                     | \$550.00   |
| 33 WISN 11/04/12 11/04/12 Sun GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1               | 6-7a<br><u>Rate</u><br>\$400.00        | :30   | NM 1                     | \$400.00   |
| 34 WISN 11/04/12 11/04/12 News Sun 7-9a  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1                                    | 7-9am<br><u>Rate</u><br>\$300.00       | :30   | NM 1                     | \$300.00   |
| 35 WISN 11/04/12 11/04/12 Sun 9-930A  Start Date   | 9-930A<br><u>Rate</u><br>\$300.00      | :30   | <b>NM</b> 1              | \$300.00   |
| 36 WISN 11/04/12 11/04/12 This Week With Georg  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1                             | 930-1030am<br><u>Rate</u><br>\$850.00  | :30   | NM 1                     | \$850.00   |
| 37 WISN 11/03/12 11/03/12 College Football Gam <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1 | 230p-6p<br><u>Rate</u><br>\$1,000.00   | :30   | <b>N</b> M 1             | \$1,000.00 |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1                                   | 530-6p<br><u>Rate</u><br>\$500.00      | :30   | NM 1                     | \$500.00   |
| 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL   | Sun 6-7p                               | :30   | NM 1                     | \$1,200.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

75

\$54,550.00



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

|                | Contract / Revision | Alt Order # |  |
|----------------|---------------------|-------------|--|
|                | 902207 / 3          | 06112213    |  |
|                |                     |             |  |
| Contract Dates | Product             | Estimate #  |  |

<u>Advertiser</u> Original Date / Revision 10/31/12 / 10/31/12 NRSC National Republica

Totals

| *Line Ch Start Date End Date Description   | Start/End Time  | Spots/<br>Days Length Week Rate | TypeS | Spots | Amount     |
|--|---|---------------------------------|-------|-------|------------|
| Start Date         End Date         Weekdays         Spots           Week: 10/29/12         11/04/12        1                            | <u>s/Week</u> <u>Rate</u><br>1 \$1,200.00             |                                 |       |       |            |
| 40 WISN 11/04/12 11/04/12 Late News 10pm L<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots</u><br>Week: 10/29/12 11/04/121 | TC 10p-1030p<br>s/Week <u>Rate</u><br>1 \$1,500.00    | :30                             | ММ    | 1     | \$1,500.00 |
| 41 WISN 11/04/12 11/04/12 Late News SU 103<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots</u><br>Week: 10/29/12 11/04/121 | DPM 1030p-11p<br>s/Week <u>Rate</u><br>1 \$850.00     | :30                             | NM    | 1     | \$850.00   |
| 42 WISN 11/03/12 11/03/12 Sa 458-6a <u>Start Date End Date Weekdays Spots</u> Week: 10/29/12 11/04/12S-                                  | 456-6AM<br>s/Week <u>Rate</u><br>1 \$700.00           | :30                             | NM    | 1     | \$700.00   |
| 43 WISN 11/03/12 11/03/12 ABC Prime College Start Date End Date Weekdays Spots Week: 10/29/12 11/04/12S-                                 | Footbal 7-1030p<br>s/Week <u>Rate</u><br>1 \$2,500.00 | :30                             | NM    | 1     | \$2,500.00 |
| 44 WISN 11/04/12 11/04/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots</u> Week: 10/29/12 11/04/12S              | 458-6AM<br><u>s/Week</u> <u>Rate</u><br>1 \$700.00    | :30                             | NM    | 1     | \$700.00   |

| Time Period        | # of Spots | Gross Amount | Net Amount  |
|--------------------|------------|--------------|-------------|
| 10/29/12 -11/06/12 | 75         | \$54,550.00  | \$46,367.50 |
| Totals             | 75         | \$54,550.00  | \$46,367.50 |

| Signature: | Date |  |
|------------|------|--|
|------------|------|--|

#### TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be political candidates, or any other similar or dissimilar cause beyond the station's reasonable control, Station halls to broadcast any or all of the ambunicements) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

#### 5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnity and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

#### **CONSEQUENTIAL DAMAGES** 8.

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

#### 9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b)                        | The Station shall exercise no            | rmal precautions in handling o | f property and mail, but assume  | s no liability for loss or damage to | o program or commercia |
|----------------------------|--|--------------------------------|----------------------------------|--------------------------------------|------------------------|
| materials and other proper | ty furnished by the Agency in connection | on with broadcasts hereunder.  | The Station will not accept or p | process mail, correspondence, or     | r telephone calls in   |
| connection with broadcast  | s except after its prior approval.       |                                |                                  |                                      | .,                     |

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

|                         | Contract / Re      | vision   |      | Alt Order # | ŧ             |
|-------------------------|--------------------|----------|------|-------------|---------------|
|                         | 902207             | / 4      |      | 06112213    |               |
| Product                 |                    |          |      | l           |               |
| NRSC                    |                    |          |      |             |               |
| Contract Dates          | Estimate #         |          |      |             |               |
| 10/31/12 - 11/06/12     |                    |          |      |             |               |
| <u>Advertiser</u>       |                    |          | Ori  | ginal Date  | / Revision    |
| NRSC National Republica | an Senate Cor      | nm       |      |             | / 11/01/12    |
|                         | Billing Cycle      | Billing  | Cal  | endar       | Cash/Trade    |
|                         | EOM/EOC            | Broado   |      |             | Cash          |
|                         | <u>Station</u>     | Accour   | ıt E | xecutive    | Sales Office  |
|                         | WISN               | Will Hil | deb  | randt       | HRP -Washingt |
|                         | Special Handl      | ing      |      |             |               |
|                         |                    |          |      |             |               |
|                         | <u>Demographic</u> |          |      |             |               |
|                         | Adults 35+         |          |      |             |               |
|                         |                    |          |      |             |               |
|                         |                    |          |      |             |               |
| l'                      | IDB#               | Adverti: | ser  | Code        | Product Code  |
|                         | 9912521            |          |      |             |               |
|                         | Agency Ref         |          |      | Advertiser  | Ref           |
|                         |                    |          |      |             |               |

| *Line Ch Start Date End Date Description  1 WISN 10/31/12 11/02/12 News M-F 5a   | Start/End Time                     | Spots/<br>Days Length Week Rate | Type Spots | Amount     |
|--|------------------------------------|---------------------------------|------------|------------|
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12WTF3   | 5-6A<br><u>Rate</u><br>\$250.00    | :30                             | NM 3       | \$750.00   |
| 2 WISN 11/05/12 11/06/12 News M-F 5a  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 MT 2                                    | 5-6A<br><u>Rate</u><br>\$250.00    | :30                             | NM 2       | \$500.00   |
| 3 WISN 10/31/12 11/02/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3          | 6-7A<br><u>Rate</u><br>\$500.00    | :30                             | NM 3       | \$1,500.00 |
| 4 WISN 11/05/12 11/06/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 4          | 6-7A<br><u>Rate</u><br>\$500.00    | :30                             | NM 4       | \$2,000.00 |
| 5 WISN 10/31/12 11/02/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 7-9a<br><u>Rate</u><br>\$500.00    | :30                             | NM 3       | \$1,500.00 |
| 6 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 4 | 7-9a<br><u>Rate</u><br>\$500.00    | :30                             | NM 4       | \$2,000.00 |
| 7 WISN 10/31/12 11/02/12 Good Morning America Start Date   | 7-9a<br><u>Rate</u><br>\$300.00    | :30                             | NM 3       | \$900.00   |
| 8 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2 | 7-9a<br><u>Rate</u><br>\$300.00    | :30                             | NM 2       | \$600.00   |
| 9 WISN 10/31/12 11/02/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3             | 10-11am<br><u>Rate</u><br>\$300.00 | :30                             | NM 3       | \$900.00   |
| 10 WISN 11/05/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2            | 10-11am<br><u>Rate</u><br>\$300.00 | :30                             | NM 2       | \$600.00   |
| 11 WISN 10/31/12 11/02/12 THE CHEW   | 12P-1P                             | :30                             | NM 3       | \$600.00   |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

( Line transactions: IN = New, C = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



|                                       | Contract / Revisi<br>902207 / | <u>on</u><br>4 | Alt Order #<br>06112213                       |   |
|---------------------------------------|-------------------------------|----------------|---|---|
| Contract Dates<br>10/31/12 - 11/06/12 | Product<br>NRSC               |                | Estimate #                                    |   |
| Advertiser NRSC National Repub        | lica                          | 1              | iginal Date / Revision<br>11/01/12 / 11/01/12 | _ |

| *Line Ch Start Date End Date Description  | Start/End Time                                | Spots/<br>Days Length Week Rate                                  | Tuno                     | \    |            |
|---|---|--|--------------------------|------|------------|
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        wrF         3  | <u>Rate</u>                                   | - ayo Longin Week Male   | TypeS                    | pots | Amount     |
| 12 WISN 11/05/12 11/05/12 THE CHEW  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 1 1  | \$200.00<br>12P-1P<br><u>Rate</u><br>\$200.00 | :30  | NM                       | 1    | \$200.00   |
| 13 WISN 10/31/12 11/02/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3   | 3-4p<br><u>Rate</u><br>\$500.00               | :30  | NM                       | 3    | \$1,500.00 |
| 14 WISN 11/05/12 11/05/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1  | 3-4p<br><u>Rate</u><br>\$500.00               | :30  | NM                       | 1    | \$500.00   |
| 15 WISN 10/31/12 11/02/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3   | 4P-5P<br><u>Rate</u><br>\$550.00              | :30  | NM                       | 3    | \$1,650.00 |
| 16 WISN 11/05/12 11/05/12 DR. OZ  Start Date  | 4P-5P<br><u>Rate</u><br>\$550.00              | :30  | NM                       | 1    | \$550.00   |
| 17 WISN 10/31/12 11/02/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3  | 5-530pm<br><u>Rate</u><br>\$850.00            | :30  | NM                       | 3    | \$2,550.00 |
| 18 WISN 11/05/12 11/05/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1   | 5-530pm<br><u>Rate</u><br>\$850.00            | :30  | NM                       | 1    | \$850.00   |
| N 19 WISN 10/31/12 11/02/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3  | 6-630pm<br><u>Rate</u><br>\$1,000.00          | :30  | NM                       | 1    | \$1,000.00 |
| <u>Spot Ch Date Range Description</u> 1 WISN 10/29/12-11/04/12 News M-F 6p See MG 41.2,41.3,41.4,41.5,41.6  | Start/End Time<br>6-630pm                     | <u>Weekdays</u> <u>Length</u> <u>Rate</u><br>wThF :30 \$1,000.00 | <u>Type</u><br><i>NM</i> |      |            |
| 2 WISN 10/29/12-11/04/12 News M-F 6p<br>Credited  | 6-630pm                                       | WThF <b></b> :30 \$ <del>1,000.00</del>                          | NM                       |      |            |
| 20 WISN 11/05/12 11/05/12 News M-F 6p  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1  | 6-630pm<br><u>Rate</u><br>\$1,000.00          | :30  | NM                       | 1    | \$1,000.00 |
| 21 WISN 10/31/12 11/02/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3   | 630p-7pm<br><u>Rate</u><br>\$800.00           | :30  | NM                       | 3    | \$2,400.00 |
| 22 WISN 11/05/12 11/05/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1  | 630p-7pm<br><u>Rate</u><br>\$800.00           | :30  | NM                       | 1    | \$800.00   |
| 23 WISN 10/31/12 11/02/12 Late News 10PM LTC  Start Date  | 10-1030p<br><u>Rate</u><br>\$1,500.00         | :30  | NM                       | 2    | \$3,000.00 |
| 24 WISN 11/01/12       11/01/12       Late News 1030PM LTC         Start Date       End Date       Weekdays       Spots/Week         Week:       10/29/12       11/04/12      1       1 | 1030p-11p<br><u>Rate</u><br>\$850.00          | :30  | NM                       | 1    | \$850.00   |
| 25 WISN 11/05/12 11/05/12 Late News 1030PM LTC  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 1 1  | 1030p-11p<br><u>Rate</u><br>\$850.00          | :30  | NM                       | 1    | \$850.00   |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

11/01/12

/ 11/01/12



|                                       | Contract / Revision<br>902207 / 4 | Alt Order #<br>06112213 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates<br>10/31/12 - 11/06/12 | Product<br>NRSC                   | Estimate #              |
| Advertiser                            | Or                                | iginal Date / Revision  |

NRSC National Republica

| *Line Ch Start Date End Date Description   | Start/End Time                         | Spots/<br>Days Length Week Rate   | Type Spots        | A          |
|--|--|---|-------------------|------------|
| Start Date End Date Weekdays Spots/Week  | Rate                                   | Dayo Longar Week Male   | Type Spots        | Amount     |
| 26 WISN 11/05/12 11/05/12 DWTS  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 1 1   | Prime Other Rate \$5,000.00            | :30   | NM 1              | \$5,000.00 |
| 27 WISN 11/05/12       11/05/12       CASTLE         Start Date       End Date       Weekdays       Spots/Week         Week: 11/05/12       11/11/12       1       1       | Mon 9-10p<br>Rate<br>\$3,500.00        | :30   | NM 1              | \$3,500.00 |
| Spot Ch Date Range Description  1 WISN 11/05/12-11/11/12 CASTLE See MG 27.2  | Start/End Time<br>Mon 9-10p            | Weekdays         Length         Rate           M         :30         \$3,500.00 | <u>Type</u><br>NM |            |
| 2 WISN 11/04/12-11/04/12 America's Funnies Home V  → MG for 27.1 11/05   | /id:Sun 6-7p                           | St :30 \$3,500.00   | NM                |            |
| N 28 WISN 10/31/12 10/31/12 REVENGE  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/121 1   | Wed 9-10p<br><u>Rate</u><br>\$2,800.00 | :30   | NM 0              | \$0.00     |
| <u>Spot Ch Date Range Description</u> 1 WISN 10/29/12-11/04/12 REVENGE See MG 41.2,41.3,41.4,41.5,41.6   | Start/End Time<br>Wed 9-10p            | Weekdays         Length         Rate          W         :30         \$2,800.00  | <u>Type</u><br>NM |            |
| 29 WISN 11/03/12 11/03/12 Sat GMA  Start Date  | 6-7a<br><u>Rate</u><br>\$500.00        | :30   | NM 1              | \$500.00   |
| 30 WISN 11/03/12 11/03/12 News Sat 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1                                    | 7-9am<br><u>Rate</u><br>\$350.00       | :30   | NM 1              | \$350.00   |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530  Start Date   | 5a-530p<br><u>Rate</u><br>\$500.00     | :30   | NM 1              | \$500.00   |
| Spot Ch Date Range Description  1 WISN 10/29/12-11/04/12 CHRIS MATTHEWS 5-530 See MG 31.2  | Start/End Time<br>5a-530p              | Weekdays         Length         Rate          Sa         :30         \$500.00   | <u>Type</u><br>NM |            |
| 2 WISN 11/04/12-11/04/12 Chris Matthews  | 1030-11a                               | St :30 \$500.00   | NM                |            |
| 32 WISN 11/03/12 11/03/12 News Sa 6p-7p  Start Date  | 6-7PM<br><u>Rate</u><br>\$550.00       | :30   | <b>NM</b> 1       | \$550.00   |
| 33 WISN 11/04/12 11/04/12 Sun GMA  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/121 1   | 6-7a<br><u>Rate</u><br>\$400.00        | :30   | NM 1              | \$400.00   |
| 34 WISN 11/04/12       11/04/12       News Sun 7-9a         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12      1       1 | 7-9am<br><u>Rate</u><br>\$300.00       | :30   | NM 1              | \$300.00   |
| 35 WISN 11/04/12 11/04/12 Sun 9-930A  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/121 1  | 9-930A<br><u>Rate</u><br>\$300.00      | :30   | NM 1              | \$300.00   |
| 36 WISN 11/04/12 11/04/12 This Week With Georg  Start Date   | 930-1030am<br><u>Rate</u><br>\$850.00  | :30   | NM 1              | \$850.00   |
| 37 WISN 11/03/12 11/03/12 College Football Gam Start Date End Date Weekdays Spots/Week   | 230p-6p<br><u>Rate</u>                 | :30   | NM 1              | \$1,000.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

11/01/12

/ 11/01/12



|                                       | Contract / Revision<br>902207 / 4 | Alt Order #<br>06112213 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates<br>10/31/12 - 11/06/12 | Product<br>NRSC                   | Estimate #              |
| Advertiser                            | Or                                | iginal Date / Revision  |

| *Line Ch Start Date End Date Description   | Start/End Time            | Spo<br>Days Length We |            | Types | Snote | Amount         |
|--|---------------------------|-----------------------|------------|-------|-------|----------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121                                 | Rate                      |                       | on nato    | Турск | opots | Arribunt       |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm   | \$1,000.00                |                       |            |       |       |                |
| Start Date End Date Weekdays Spots/Week  | 530-6p<br><u>Rate</u>     | :30                   |            | NM    | 1     | \$500.00       |
| Week: 10/29/12 11/04/121 1   | \$500.00                  |                       |            |       |       |                |
| N 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL   | Sun 6-7p                  | :30                   | ****       | NM    | 0     | \$0.00         |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        1         1 | <u>Rate</u><br>\$1,200.00 |                       |            |       |       | 45.50          |
| Spot Ch Date Range Description   | Start/End Time            | Weekdays Length       | Rate       | Туре  |       |                |
| 1 WISN 10/29/12-11/04/12 ELECTION SPECIAL  | Sun 6-7p                  | St :30                | \$1,200.00 | NM    |       |                |
| See MG 41.2,41.3,41.4,41.5,41.6 40 WISN 11/04/12 11/04/12 Late News 10pm LTC   |                           |                       |            |       |       |                |
| 40 WISN 11/04/12 11/04/12 Late News 10pm LTC Start Date End Date Weekdays Spots/Week   | 10p-1030p<br><u>Rate</u>  | :30                   |            | NM    | 1     | \$1,500.00     |
| Week: 10/29/12 11/04/121 1   | \$1,500.00                |                       |            | l     |       |                |
| N 41 WISN 11/04/12 11/04/12 Late News SU 1030PM  | 1030p-11p                 | :30                   |            | NM    | 5     | \$5,850.00     |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        1         1 | <u>Rate</u><br>\$850.00   |                       |            |       | •     | 40,000.00      |
| Spot Ch Date Range Description   | Start/End Time            | Weekdays Length       | Rate       | Type  |       |                |
| 1 WISN 10/29/12-11/04/12 Late News SU 1030PM   | 1030p-11p                 | St :30                | \$850.00   | NM.   |       |                |
| See MG 41.2,41.3,41.4,41.5,41.6<br>2 WISN 11/02/12-11/02/12 Late News 1030PM   | 4000                      |                       |            |       |       |                |
| ® MG for 19.1,39.1,28.1,41.1   | 1030p-11p                 | :30                   | \$2,000.00 | NM    |       |                |
| 3 WISN 11/02/12-11/02/12 LIVE WITH KELLY & MICH  | Al9-10am                  | F :30                 | \$1,000.00 | NM    |       |                |
| MG for 19.1,39.1,28.1,41.1     WISN 11/02/12-11/02/12 ANDERSON COOPER  |                           |                       | 7.,555.00  | ,     |       |                |
| 4 WISN 11/02/12-11/02/12 ANDERSON COOPER  → MG for 19.1,39.1,28.1,41.1   | M-F 11A-12P               | :30                   | \$500.00   | NM    |       |                |
| 5 WISN 11/03/12-11/03/12 News Sat 7-9a   | 7-9am                     | sa :30                | \$750.00   | NM    |       |                |
| ® MG for 19.1,39.1,28.1,41.1   |                           |                       | Ψ100.00    | 14141 |       |                |
| 6 WISN 11/03/12-11/03/12 Late News Sa 10pm<br>→ MG for 19.1,39.1,28.1,41.1   | 10-1035p                  | Sa :30                | \$1,600.00 | NM    |       |                |
| 42 WISN 11/03/12 11/03/12 Sa 458-6a  | 456-6AM                   | .00                   |            |       |       |                |
| Start Date End Date Weekdays Spots/Week  | Rate                      | :30                   |            | NM    | 1     | \$700.00       |
| Week: 10/29/12 11/04/12S- 1  | \$700.00                  |                       |            |       |       |                |
| 43 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week                                  |                           | :30                   |            | NM    | 1     | \$2,500.00     |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S- 1  | <u>Rate</u><br>\$2,500.00 |                       |            |       |       | •              |
| 44 WISN 11/04/12 11/04/12 Su 458-6a  | 458-6AM                   | :30                   |            | NM    | 4     | <b>6700.00</b> |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/125 1   | <u>Rate</u>               | .50                   |            | IAIAI | 1     | \$700.00       |
| Week: 10/29/12 11/04/12S 1   | \$700.00                  |                       |            |       |       |                |
|  |                           | To                    | otals      |       | 76    | \$54,550.00    |

NRSC National Republica

Time Period # of Spots **Gross Amount** Net Amount 10/29/12 -11/06/12 76 \$54,550.00 \$46,367.50 Totals 76 \$54,550.00 \$46,367.50

| Signature: | Date: |
|------------|-------|
|------------|-------|

<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

|                                       | Contract / Revision 902207 / | <u>n</u><br>4                                   | Alt Order #<br>06112213 |
|---------------------------------------|------------------------------|---|-------------------------|
| Contract Dates<br>10/31/12 - 11/06/12 | Product<br>NRSC              |   | Estimate #              |
| Advertiser<br>NRSC National Republica |                              | Original Date / Revision<br>11/01/12 / 11/01/12 |                         |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

### **TERMS AND STANDARD CONDITIONS** FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

#### 5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials Agency's sole cost and expense. Agency shall derive an inaterials not less than 40 hours (excusive of Gatordays, Gundays and Holladys) in advance of Gatordays, and (iii) are furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including Agency and Advertiser will jointly and severally indemnify and noid narmiess Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

### CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

#### 9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| materials and other property furniconnection with broadcasts excep | The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia the dynamics of the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in |
|--|--|
| (c)  | Agency is acting as agent for a disclosed principal (i.e. the Advertices pamed on the face have a set a  |

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]